

Buying Guidelines for the Implementation of Section 3(d) of the Beer Institute Advertising and Marketing Code

Brewers shall use the following guidelines when purchasing advertising in magazines or on television or radio.

Magazine Guidelines

- A. For the purchase of print advertisements in magazines, use of a nationally recognized measurement service providing age 12-plus audience composition data to the extent available, or if not available, age 18-plus audience compositional data, or, if unmeasured, subscription data and/or other data from comparable publications;
- B. For the purchase of print advertisements in new magazines, use the subscription data and/or other data from comparable publications;
- C. A placement will be considered appropriate when data supplied by the sources referenced in (A) and (B) above shows that the publication is in compliance with the code;
- D. Placement of print advertisements in editions of magazines that are published for subscribers 21 years of age or older will be deemed compliant with the Code.

Television Guidelines

- A. For advertising buys on national network programs, use of national audience composition data for the program;
 - For new national network programs, use of national audience composition data for comparable programs.
- B. For advertising buys on national syndicated or national cable programs, use of national audience composition data for the program or daypart being bought;
 - For new national syndicated or new national cable programs, use of national audience composition data for comparable programs or daypart being bought.
- C. For advertising buys not included in “A” or “B”, use of applicable national audience composition data for the program or daypart being bought. Where there is no applicable national audience composition data, use of applicable local or regional audience composition data for the program or daypart being bought;
 - For new programs not included in “A” or “B” of these Television Guidelines, use of applicable national audience composition data for the program or daypart being bought. Where there is no applicable national audience composition data, use of applicable local or regional audience composition data for the program or daypart being bought.

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- D. A placement will be considered appropriate when data for two consecutive rating periods show that the program or daypart being bought is in compliance with the Code;
- E. Advertising audience composition audits for compliance with age demographic standards in the Beer Institute Code should use the same data source that was used to place the ad.

Radio Buying Guidelines

- A. Audience composition restrictions apply to all paid and bonus spots including rotators, negotiated and agreed upon mentions, liners, tags, billboards, and any other type of announcement;
- B. For audited radio stations, audience composition will be determined by the Average Quarter Hour (AQH) Persons measurement in Arbitron quarterly reports;
- C. Time periods in which radio spots may be placed shall be in the following Arbitron standard dayparts or other time periods as specified below that satisfy the code provision that 70% of the audience composition is 21 years of age or older:

1. Arbitron standard dayparts:

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|-------|-------------------------------|----------------------------|
| i. | AM Drive - Monday thru Friday | 6:00 a.m. - 10:00 a.m. |
| ii. | Midday - Monday thru Friday | 10:00 a.m. - 3:00 p.m. |
| iii. | PM Drive - Monday thru Friday | 3:00 p.m. - 7:00 p.m. |
| iv. | Evening - Monday thru Friday | 7:00 p.m. - 12:00 midnight |
| v. | Monday through Friday | 12:00 midnight – 6:00 a.m. |
| vi. | Sat. & Sun. | 6:00 a.m. - 10:00 a.m. |
| vii. | Sat. & Sun. | 10:00 a.m. – 3:00 p.m. |
| viii. | Sat. & Sun. | 3:00 p.m. – 7:00 p.m. |
| ix. | Sat. & Sun. | 7:00 p.m. – 12:00 midnight |
| x. | Sat. & Sun. | 12:00 midnight—6:00 a.m. |

- 2. Any period of time adjacent to an Arbitron standard daypart that is also purchased, provided that each additional hour independently satisfies the code provision that 70% of the audience composition is 21 years of age or older;
- 3. Any period of two or more consecutive hours, provided that each hour independently satisfies the code provision that 70% of the audience composition is 21 years of age or older;
- D. Radio spots placed will be considered appropriate when data for each rating period covering the previous six months from the day the ad placement is made shows that the time period purchased satisfies the code provision that 70% of the audience composition is 21 years of age or older;

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- E. As new Arbitron reports become available during the term of an agreement to purchase future radio spots, brewers will review the new data to determine whether spots purchased under the agreement continue to satisfy the Code provision that 70% of the audience composition is 21 years of age or older. If not, brewers will, as soon as practicable, make schedule adjustments, cancellations, or other appropriate changes to comply with the “70% standard” for the duration of the agreement;
- F. For unaudited radio stations, radio spots placed will be considered appropriate if they meet these guidelines through use of audience compositional data from time periods for comparable stations in comparable markets.

Newspaper Buying Guidelines

- A. The demographic standard found in Guideline 3c of the Code applies to all paid and bonus placements in the print editions of daily, Sunday, and weekly newspapers including advertising supplements, magazine sections, and other forms of advertising added to or delivered with newspapers.
- B. Prior to the purchase of print advertisements in newspapers distributed nationally, regionally, or locally, brewers will review audience composition data utilizing an audience measurement source recognized by the advertising industry (such as, but not limited to Scarborough Research and Mediamark Research, Inc.). Data for the most recent rating period available will be reviewed to determine that placements are reasonably expected to meet the demographic standard.
- C. For advertising placements in unmeasured newspapers, brewers will use subscription data and/or other data from comparable newspapers.
- D. For advertising placements in new newspapers, brewers will use subscription data and/or other data from comparable publications.
- E. A placement will be considered appropriate when data supplied by the sources referenced in (B), (C), or (D) above shows that the readership or subscriber base of the newspaper is reasonably expected to meet the demographic standard.
- F. Brewers will conduct post-audits of a representative sample of actual placements in measured newspapers at least annually to determine whether they met the demographic standard in Guideline 3c of the Code. For newspapers that are not measured on a regular basis, brewers should make reasonable efforts to obtain survey or other information that is available.

Internet Buying Guidelines

- A. The demographic standard in Guidelines 3c of the Code applies to all paid and bonus placements by brewers on internet Web sites operated by others. Where a single purchase is made for placements on multiple Web sites, the demographic standard and these guidelines apply to each Web site independently.

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- B. It is recognized that methodologies for rating internet Web sites as well as specific measurements of the various forms of Internet advertising are still evolving. Brewers will utilize a consistent internet audience measurement source recognized by the advertising industry (such as, but not limited to, ComScore or Nielsen NetRatings) to determine whether advertising placements on Web sites are reasonably expected to meet the demographic standard in Guidelines 3c of the Code. When the source regularly used by the brewer does not measure a particular site, other recognized rating systems may be relied upon.
- C. For measured Web sites, a placement will be considered appropriate if the audience of monthly unique visitors meets or exceeds the demographic standard in Guideline 3c in each of the two most recent, consecutive monthly reports available at the time the placement is purchased.
- D. If a placement is made on a Web site where the dissemination of such placement is restricted only to registered users of that site age 21 or over, such placements will be deemed compliant with the demographic standard, even if the overall audience for the unrestricted content on the Web site does not meet the standard.
- E. For new or unmeasured Web sites, placements may be made using audience composition data for measured Web sites in the same category and with similar content and/or by taking other reasonable measures to predict audience composition. Such steps include, for example, reviewing Web site content and information on the purpose and target audience of the Web site prior to purchase of advertising and obtaining confirmation from the Web site operator that its internal data indicates that the Web site meets the demographic standard.
- F. Downloaded content and content that can be forwarded to others by e-mail directly from brewer Web sites or from brewer placements on Web sites operated by others shall include a term of use instructing those downloading or e-mailing such content that they should not forward the content to persons under the legal drinking age.
- G. Brewers will conduct post-audits of actual placements on measured Web sites at least twice a year to determine whether they met the demographic standard found in Guideline 3c.